

Amendments to the Claims: This listing of claims will replace all prior versions, and listings, of claims in the application

Listing of Claims:

1. (Currently Amended) A method for targeting products or services to a person, the method comprising the steps of:

- creating a universe of N attributes $V_i = [v_1, v_2, \dots, v_N]$ to be shown or exposed to a person j , wherein the attributes are associated with products or services; and

- showing said attributes V_i to said person j and calculating at least one of importance, weight or sensibility each of said attributes V_i has on said person j for predicting future market decisions of said person j , and expressing the corresponding results of said calculation as $W_{ij} = [w_{1j}, w_{2j}, \dots, w_{Nj}]$;

wherein the method further comprises at least the steps of :

- creating a database $A = [a_{ij}]$ including, for said person j , said universe of attributes V_i ordered by their calculated weight w_{ij} ;

- creating a database $P = [p_{ij}]$ including, for said person j , said universe of attributes V_i ordered by a corresponding objective interest level $Z_i = [z_1, z_2, \dots, z_N]$, wherein said objective interest level is determined by a vendor who offers the products or services; and

- consulting said ~~databases database A~~ and consulting said database P , matching said ~~databases A and P~~, selecting from ~~matched databases A and P~~ attributes V_i whose importance, weight or sensibility w_{ij} for said person j , are higher than a specific value, and whose objective interest level z_i are higher than another specific value, and showing an advertisement only for products or services having those selected attributes to said person j .

2. (Cancelled)

3. (Cancelled)

4. (Previously Presented) The method of claim 1, wherein said steps of consulting said database A, selecting said attributes and showing said selected attributes v_i , are done for a group of people instead of only one person j.
5. (Previously Presented) The method of claim 1, wherein said steps of consulting said databases A and P, selecting said attributes and showing said selected attributes v_i , are done for a group of people instead of only one person j.
6. (Currently Amended) The method of claim 1, wherein said databases A and P include said attributes v_i and their corresponding weight w_{ij} , related to every person, by using tuples, wherein $[a_{ij}] = \langle v_i, w_{ij} \rangle$ of tuples <attribute, weight> and $[p_{ij}] = \langle v_i, z_i \rangle$ of tuples <attribute, interest>.
7. (Previously Presented) The method of claim 1, wherein said consulting of said database A is done automatically.
8. (Currently Amended) The method of claim 1, wherein said consulting of said ~~databases~~ database A and consulting said database P ~~is are~~ done automatically.
9. (Previously Presented) The method of claim 1, wherein at least one of said attributes v_i includes at least two others of said attributes v_i .
10. (Cancelled)
11. (Original) The method of claim 1, wherein said attributes v_i refer to different articles.
12. (Original) The method of claim 1, wherein said attributes v_i are different characteristics of an article.
13. (Previously Presented) The method of claim 9, wherein said weight w_{ij} of said attributes v_i is a number which reflects at least one of (i) the quantity of a specific article and (ii) articles with a specific characteristic, likely to be acquired.
14. (Original) The method of claim 11, wherein said weight w_{ij} of said attributes v_i is a number which reflects at least one of (i) the quantity of a specific article and (ii) articles with a specific characteristic, likely to be acquired.